Parents Council Spring Meeting April 11, 2015
Communications Committee

Attendees: George Sorensen P’15, Vivian D’Andrea P’17, Marya LaViste P’17, Alice Nestingen P’16, Glenn Miller P’18, Teri Gedo P’18, Katie Barosky, Katie Howard

Parent Communication Plan

- The group discussed the current letters sent from the University to parents (welcome letter from President Thomas, Parents Council letter with calendar magnet, and letter from Dean of Students) and largely agreed that the amount of communication sent to parents is appropriate. In general, the group thought it was important to continue plugging Parents Council and the work of the group, encouraging interested parents to get involved. One change that was recommended is formatting the letters from Dean Segawa in a way that they can be more easily scanned for topical information.

- There was discussion about increasing communication to parents at certain times of the year, specifically at the end of each semester as a wrap-up. There may be some value in considering the end-of-year communication for parents of freshmen and seniors, who could benefit from practical information at these specific points.

- One change the group suggested is to eliminate the magnet sent at the beginning of the year and replace it with a simple postcard. A request was made to make the information easier to read by increasing the font size and eliminating the graphic behind the text. In addition, discussion continued about publishing a 4-year calendar at the beginning of a student’s time at Puget Sound.

- Katie Barosky and Katie Howard will look into how to increase communication at the end of each year, whether through a letter or email, and work with the academic dean’s office to understand whether it might be possible to publish an academic calendar for more than 1 year out.

Additional Resources for Parents

- Most of the group agrees that the website remains a helpful tool and resource for parents. In order to enhance it further, the group suggested a few additions, including posting the letters from Mike Segawa for each year, and creating the ‘What I wish I would have known’ from current parents.

- While the website for current parents is helpful, one area that needs improvement is the Orientation section of the website. Katie B and Katie H will work with student activities on improving that portion of the website prior to Orientation this year, including a quick overview of what Orientation consists of, how orientation for athletes is different, and a quick overview of the parent schedule.

Next Steps

- Group to review and add comments to ‘What I wish I would have known’ document, which will be circulated over email, and posted to the website this summer.

- The group is asked to help identify areas of missing information on the website as we prepare for welcoming the class of 2019.